

## Atlanta Area Colleges and Universities Receive High Marks from Metro Residents

**Summary:** When it comes to providing the region's work force with quality, career-building educational opportunities, Atlanta's colleges and universities receive high approval ratings, according to the most recent in a series of annual polls commissioned by the Atlanta Regional Consortium for Higher Education (ARCHE).

The results of the poll, detailed on the following pages, demonstrate that the public believes area higher education institutions are doing their jobs well. 82 percent of those surveyed agreed that colleges and universities in the

area meet the job-related educational needs of working adults. In addition, 66 percent rated the quality of the region's higher education as excellent or good, and 68 percent agreed Atlanta is one of the nation's leaders in educating and graduating college students.

The poll also revealed that people looking for information about higher education are more likely to turn to the Internet than any other source. More than half of the respondents, 58 percent, said they would visit the Web to find out about colleges and universities. According to the poll,

the primary factors weighed in choosing a college or university are: academic reputation, safety of the local community, cost of tuition and fees, learning opportunities outside the classroom, and local job opportunities after graduation.

**About the poll:** The survey of 416 Georgia residents from 14 Atlanta metropolitan counties was conducted from April 16 to May 11, 2001 by the Applied Research Center of Georgia State University. The sampling error rate of the poll is +/- 4.8 percentage points. ARCHE commissioned similar polls in 1999 and 2000.

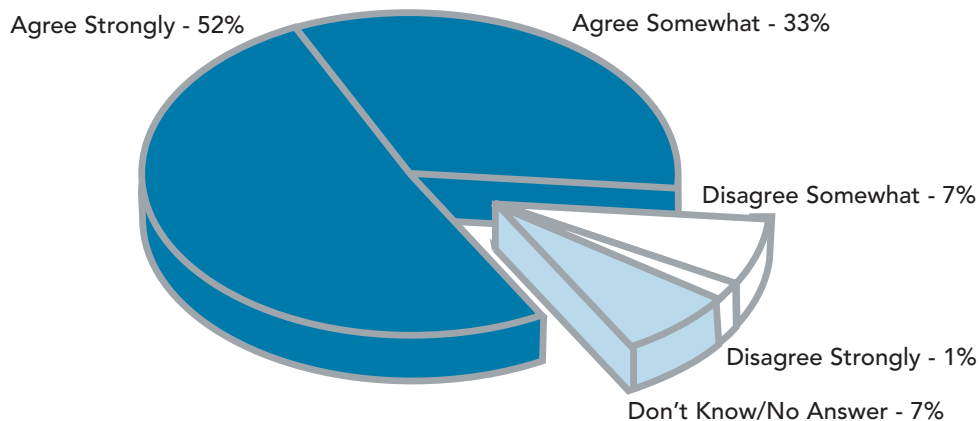
### ATLANTA AREA COLLEGES AND UNIVERSITIES HELP MAKE ATLANTA A BETTER PLACE TO LIVE

**Q:** How strongly do you agree with the following statement: Area colleges and universities help make Atlanta a better place to live?

85 percent of respondents agreed strongly or somewhat that the region's institutions of higher learning help make Atlanta a better place to live.

There were no significant differences in responses to this question by demographic categories of gender, age, education, race, or income.

58 percent of respondents reported that they or a member of their household attended a college or university in the Atlanta/Athens area.

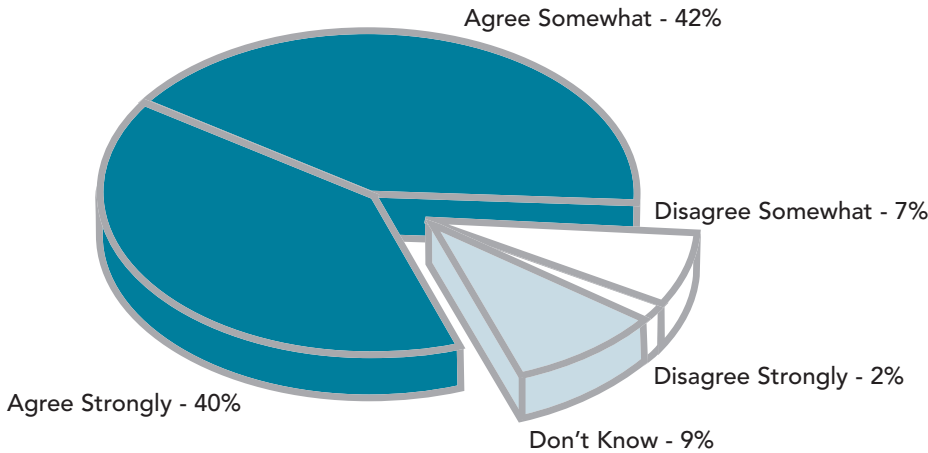


**ATLANTA AREA COLLEGES AND UNIVERSITIES MEET THE JOB-RELATED EDUCATIONAL NEEDS OF WORKING ADULTS**

**Q:** How strongly do you agree with the following statement: Atlanta area colleges and universities meet the job-related educational needs of working adults in the region?

82 percent of respondents agreed strongly or somewhat that higher education institutions in the Atlanta region meet the job-related learning needs of the work force.

80 percent of respondents earning less than \$25,000 annually agreed with the statement, compared with 82 percent of those with incomes of \$25,000 to \$50,000, and 87 percent of those with incomes over \$50,000.

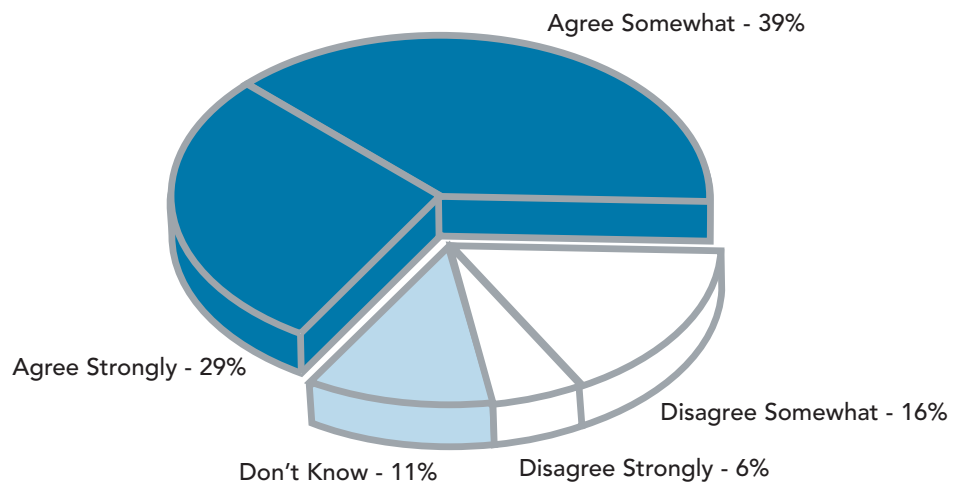


**THE ATLANTA AREA IS ONE OF THE NATION'S LEADERS IN EDUCATING AND GRADUATING COLLEGE AND UNIVERSITY STUDENTS**

**Q:** How strongly do you agree with the following statement: The Atlanta area is one of the nation's leaders in educating and graduating college and university students?

68 percent of respondents agreed strongly or somewhat that the Atlanta area is a higher education leader in the nation.

More than 72 percent of respondents between the ages of 18 and 44 agreed that Atlanta is a higher education leader, compared with approximately 57 percent of those age 45 and older who agreed with the statement.

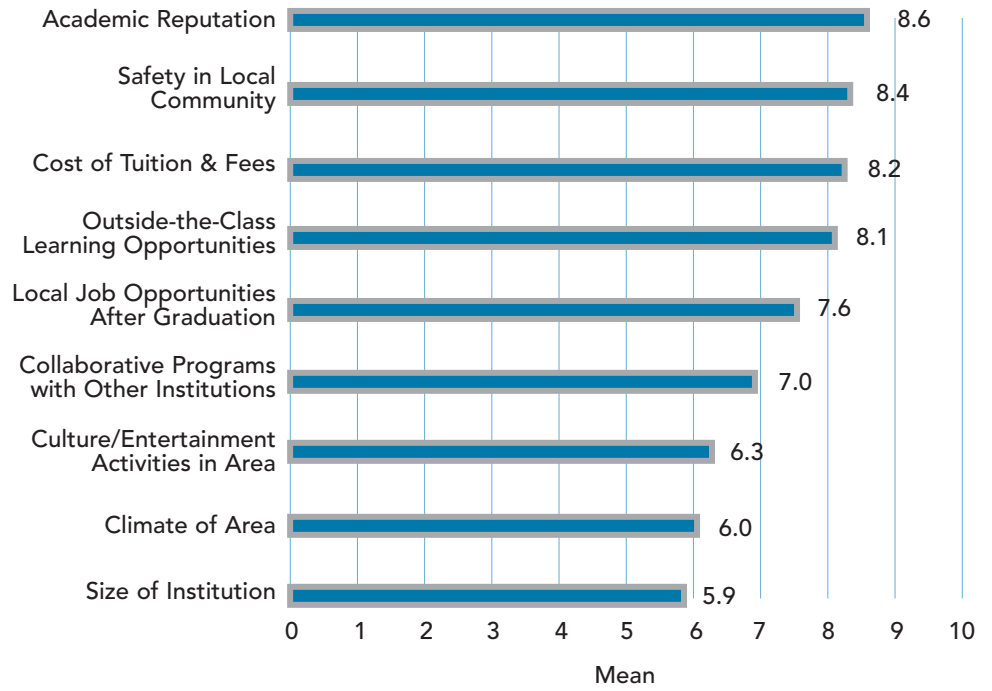


### IMPORTANT FACTORS IN CHOOSING A COLLEGE OR UNIVERSITY TO ATTEND

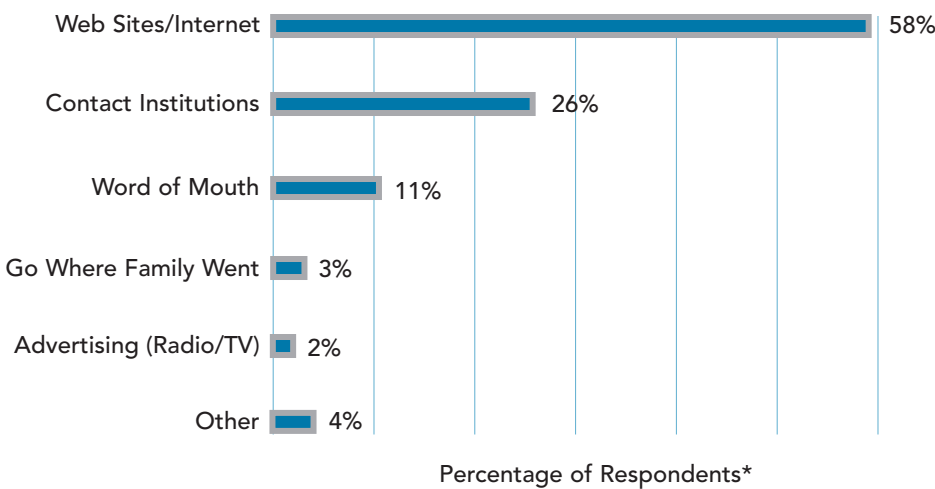
**Q:** Using a scale of 1 to 10, where 1 is not important and 10 is very important, how important are the following factors in choosing a college or university to attend?

The factors reported by respondents as most important in choosing a college or university to attend were academic reputation, safety in the local community, cost of tuition and fees, outside-the-classroom learning opportunities, and local job opportunities after graduation.

This ranking of factors has remained consistent over the three years of polling undertaken by ARCHE.



### MOST LIKELY INFORMATION SOURCES ABOUT HIGHER EDUCATION OPPORTUNITIES



\* Percentages do not equal 100 because multiple answers allowed.

**Q:** If you were thinking of attending college or returning to college, how would you most likely seek information about higher education opportunities?

Prospective students prefer obtaining information about higher education opportunities directly, with over half the respondents (58 percent) indicating they would visit Web sites and over a quarter (26 percent) reporting they would contact institutions for brochures, catalogs, etc.

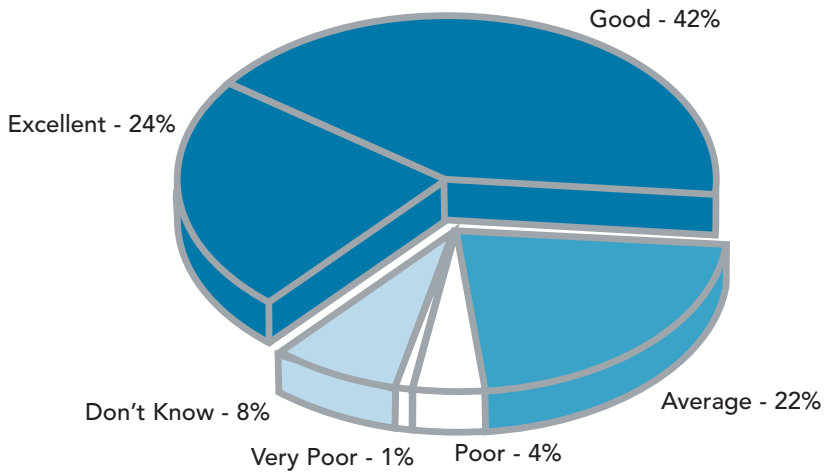
Prior years' polling by ARCHE indicates the use of sources other than the Internet declining as more people seek information online.

OVERALL QUALITY OF HIGHER EDUCATION IN ATLANTA/ATHENS

**Q:** How would you rate the overall quality of higher education institutions in the Atlanta/Athens area?

66 percent of respondents rated the overall quality of Atlanta/Athens area higher education institutions as excellent or good.

Perceptions of quality relate to educational attainment and income. 59 percent of those with a high school diploma or less rated area institutions excellent/good, compared with 71 percent of those with a college degree. 48 percent of those with incomes of \$25,000 or less rated institutions excellent/good, compared with 69 percent of those with incomes over \$50,000.



ABOUT ARCHE

Founded in 1938, the Atlanta Regional Consortium for Higher Education (ARCHE) is a non-profit association of 21 public and private institutions of higher learning. ARCHE’s mission is to advance Atlanta-area higher education through academic collaboration, corporate and community partnerships, and public awareness.

MEMBERS INSTITUTIONS

Agnes Scott College, Atlanta College of Art, Brenau University, Clark Atlanta University, Clayton College & State University, Columbia Theological Seminary, Emory University, Georgia Institute of Technology, Georgia State University, Institute of Paper Science and Technology, Interdenominational Theological Center, Kennesaw State University, Mercer University (Atlanta Campus), Morehouse College, Morehouse School of Medicine, Morris Brown College, Oglethorpe University, Southern Polytechnic State University, Spelman College, State University of West Georgia, University of Georgia

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